



# **Best Practices:** **Four steps to** **optimizing your** **AboveBoard profile**

Ready to strengthen your digital presence? With this guide, you'll learn how to refine your AboveBoard profile, present yourself and your experience in a recruiter friendly way, and ultimately, enhance your digital resume.

## INTRODUCTION

As you reach the rarefied heights of the executive tier, more than your title changes. The way executives are hired is completely different from non-executive roles, and the language and lexicon of hiring shifts at this level. For example, instead of engaging with a recruiter, you are placed by a “headhunter” or “executive search professional.”

Most importantly, there are almost no job postings for executive openings, so there is no way to know who’s hiring or what positions are open. Instead, there’s an entire industry dedicated exclusively to filling these roles: **retained executive search.**

*"Many executives have impressive careers but very few have a digital presence that adequately reflects their accomplishments. In today's world, a digital resume is almost as important as a physical one. So, we created this guide to teach our members how to construct their digital profile in a way that successfully represents their accomplishments and qualifications to recruiters and potential employers."*



**Courtney Sloan**  
AboveBoard's Head of Member Services

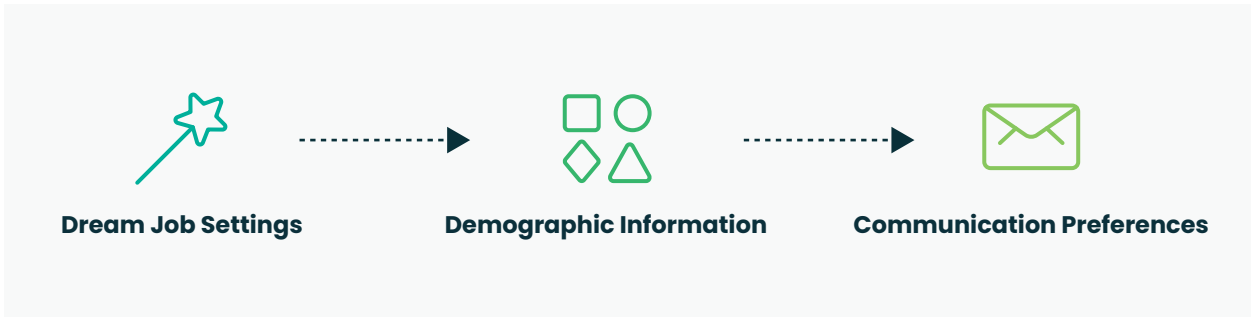
When recruiters and potential employers review your profile, there is specific information they will always want to know. As an executive looking to take the next step in your career, constructing a digital profile that adequately and succinctly reflects your work experience is crucial.

This guide will help you do just that. Ahead, we’re offering a crash course to help you optimize your digital profile, and find the next role that aligns with your goals.

## STEP ONE: BE THOROUGH

Our first, crucial recommendation? **Take the time to fill out your entire AboveBoard profile.**

We encourage all of our members to complete Dream Job settings, demographic information, and communication preferences.



By completing your entire profile, you'll:

- 1 Gain access to more relevant platform recommendations.**
- 2 Allow recruiters to see a more comprehensive picture of you.**
- 3 Ensure inclusion in membership programs and events tailored to your background, industry, region, and skillset.**
- 4 Allow us to better monitor equity on our platform.**

Here at AboveBoard, our mission is to expand diversity in leadership. In order for us to be true to our company values, we want to have a complete picture of who we're serving on the platform.

Once that's complete, you can move on to the next step.

## STEP TWO: BE CLEAR

Recruiters will spend between 30–60 seconds reviewing your profile before deciding whether you’re a good match for an opportunity. Because of this, you’ll want to make sure that your profile demonstrates a logical career trajectory—one that can be understood from a quick glance.

When you first joined AboveBoard, your profile was imported from LinkedIn to ensure a simplified onboarding process. With that in mind, we recommend using the following guidelines to enhance your profile and maximize your success on the platform.



It’s important to be completely truthful about your career history. When you enter later stages of a search process, recruiters and companies will conduct reference checks to verify your story, performance, and impact. Keep this in mind as you start building out your career narrative.

1

Ensure dates on your profile line up and are in reverse chronological order. Full-time roles should overlap with other full time roles.

2

For each role you’ve held, write two to three sentences that get into the specifics of your work. Useful details include:

- Company description and stage
- Team size
- P&L ownership
- Types of functions managed
  - Operations, product, marketing, etc.
- Outcomes achieved
  - Including significant milestones

3

Depending on the circumstances, you may or may not need to call out employment gaps.

**For employment gaps between three to six months:** You don’t necessarily need to call small gaps out on your resume, as it’s common to take a few months off in between roles.

**For employment gaps longer than six months:** You can opt to list the time away as its own job with a headline like “Sabbatical” or “Self-Employed.” Use this as an opportunity to elaborate on how you spent your time (i.e. caregiving, full time education/certifications, or volunteer work).

**If you’ve been laid off or furloughed:** You don’t typically need to call this out in your digital profile either. Most recruiters will ask about career transitions during your initial conversation. We recommend addressing your transition at that time.

To get a better sense of what this looks like, here’s a sample profile that demonstrates each of these concepts in action.



## Job Summary



### Software Company

President and Strategic Advisor

Jan 05, 2018 - Present

Software Co provides smart waste and recycling solutions for businesses and governments worldwide. The company's mission is to end waste by helping its partners find economic value in their waste streams and confidently execute their sustainability goals.

As president, I led sales, marketing, customer service and operations teams. Our technology and national hauler network enabled us to bring recycling solutions to customers ranging from SMBs to large national brands. Under my leadership, the company more than doubled in revenue and commercial locations.



### Car Company

Chief Marketing Officer and Chief Product Officer

Jan 12, 2016 - Jan 04, 2018

At Car Company, I served as the Chief Product Officer and managed a 35 person product development team through technical re-platforming and responsive design.

I also served as Chief Marketing Officer where I led a 75+ person marketing division.



#### Software Company Experience:

This individual does an excellent job of providing a company description in the first sentence. In subsequent paragraphs, this individual then goes on to describe their functional oversight, customer base and revenue growth.

#### Car Company Experience:

This individual demonstrates their functional oversight and team size.

## Unique Cases

There are a few unique experiences that require a closer look: Independent Consultants, CEOs/Co-Founders, and individuals with an extended tenure at one organization.

In each of these cases, the most important thing to remember is that you want to demonstrate transferable skills. Recruiters are often reluctant to consider people with these backgrounds—they may feel they don't have enough context to assess your experience and determine your fit with a new role's job requirements. Be aware of this and construct your profile accordingly.



### Independent Consultants

It's important to get into specific details around your consulting practice. This includes information such as:

- Client names
- Key stakeholders
- Scope of projects (including timeframe, business need, functional area)
- Outcomes achieved (with as much data as possible)



### CEO/Co-Founders

For CEOs and Co-Founders, it's crucial to provide a robust description of your company as well as a clear picture of the revenue and organizational growth that you spearheaded. You'll want to include the following details:

- Company industry
- Clients and/or customers
- Company headcount
- Funding stage and any investors
- Revenue growth



### Extended Tenure

If you've had an extended tenure at a single organization, it's important to demonstrate your career progression by teasing out each role you've held. Be sure to include notable role details such as:

- Outcomes achieved (with as much data as possible)
- Teams or functions built
- Presentations delivered to Board/senior leadership
- Collaboration with other functions
- Special projects that demonstrate reaching beyond your role's scope

## STEP THREE: BE TARGETED

While we encourage members to express interest in any opportunity that they find compelling, we recommend being thoughtful about whether your experience aligns with the requirements of the role.

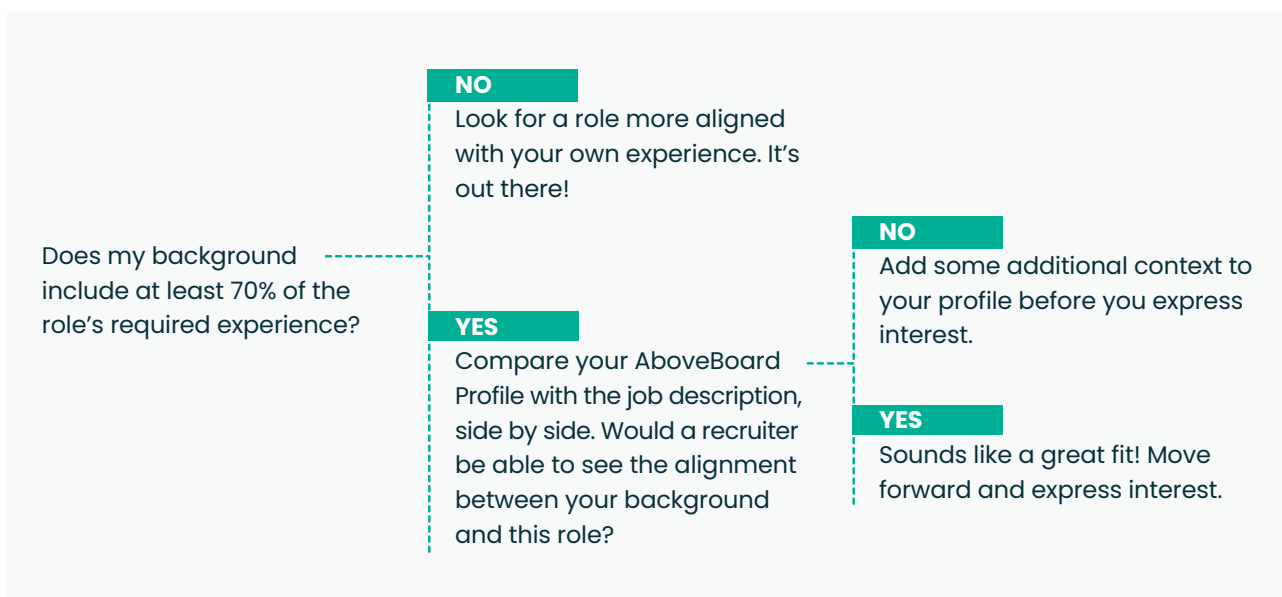


Rarely is a candidate going to be a 100% match for a role, and we don't want to discourage members from expressing interest if they don't check every box.

That said, keep in mind that recruiters have a specific mandate when they recruit for executive roles. They will rarely "take a chance" on individuals who do not meet at least 70% of the required experience.

Based on our analysis of our platform, most members can expect to see a handful of new opportunities that may fit their preferences on a monthly basis. Members who are selective in their approach to expressing interest on the platform have a higher likelihood of matching.

Before expressing interest in a role, we recommend the following exercise:





3 to 6 months  
to complete



Rejection Rate

## STEP FOUR: BE PATIENT

The executive hiring process can be daunting, with executive searches taking anywhere from two to six months to complete.

The process of looking for a new executive role can feel similarly exhausting: Even our most successful members have an average rejection rate of nearly 70%. This is because finding a role that aligns with your skill set, interests, location preferences, lifestyle, and career goals is an extremely difficult task, particularly at this level. That's why AboveBoard is here to support our members each step of the way.

We hope this document provided some tactical guidance for enhancing your AboveBoard profile.

Please don't hesitate to reach out to us ([support@aboveboard.com](mailto:support@aboveboard.com)) if you have any outstanding questions.